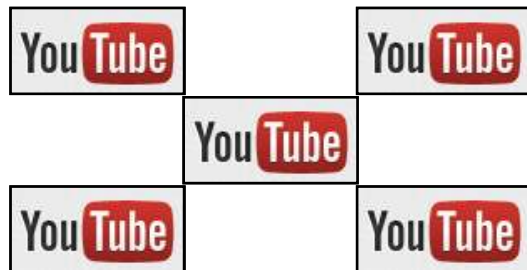


Promote Your Library! Share Videos!



"Tech Tools with Tine" Webinar Series Presents:

YouTube

Share your videos!

Tine Walczyk – March 9th, 2012
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What is YouTube?

- YouTube is a video sharing site.
- It is part of the Google umbrella of applications.
- Two main roles: user and publisher
 - Users look at / find videos
 - Publishers upload and/or create channels for their videos to be shared.
- Many libraries use it to promote their services!

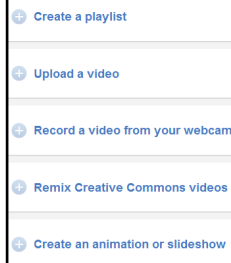


Create *YOUR* YouTube

- Start by going to Youtube.com
- If you have a Google account, just sign in. Otherwise create an account.
- Create your Channel.
- You're ready to go!



YouTube Activities



- It's all about the videos!
- Find other videos on YouTube and create your lists.
- Create, upload, and/or edit videos / presentations.



Populate your Channel



- Upload existing videos from your computer.
- Create a video real-time with your webcam!
- Basic user: 15 min videos

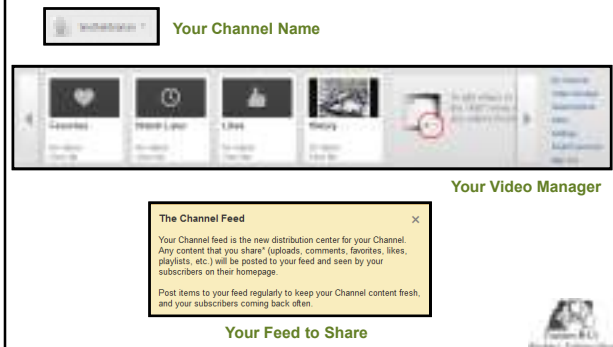


Tech Talk

- File Types allowed:
 - **WebM files** - Vp8 video codec and Vorbis Audio codecs
 - **.MPEG4, 3GPP and MOV files** - Typically supporting h264, mpeg4 video codecs, and AAC audio codec
 - **.AVI** - Many cameras output this format - typically the video codec is MJPEG and audio is PCM
 - **.MPEGPS** - Typically supporting MPEG2 video codec and MP2 audio
 - **.WMV**
 - **.FLV** - Adobe-FLV1 video codec, MP3 audio
- HD Supported at 720p, 1080p, and most recently, 4K ("Original") resolution



Working with your Channel



Copyright Concerns

- YouTube only videos for which you have the rights to upload.
- If you upload copyrighted material, YouTube will remove it automatically.

Important: Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.

The Copyright Tips page and the Community Guidelines can help you determine whether your video infringes someone else's copyright.

By clicking "Upload Video", you are representing that this video does not violate YouTube's Terms of Use and that you own all copyrights in this video or have authorization to upload it.



Share Far and Wide



- Once you have added videos to your channel, you can share them with the world!
- Anything added to your feed will be automatically updated to your subscribers.



Example Library Usage

- Durham Public Libraries -- www.youtube.com/watch?v=QjO1bIV5M-Y
- Wake County Public Libraries -- www.youtube.com/watch?v=h7P-HfqimEM
- New York Public Library's Channel -- www.youtube.com/user/NewYorkPublicLibrary
- Allen County Public Library's Channel -- <http://www.youtube.com/user/askacpl>
- Arlington Public Library -- www.youtube.com/watch?v=rPYYSsIYf7E
- Reopening the McAllen Public Library -- <http://www.youtube.com/watch?v=0ICXWfWXpeY>



References to Look at

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- Using YouTube: Video Skills for Effective Library Promotion: <http://ij.libraryjournal.com/2011/11/opinion/bubble-room/using-youtube-video-skills-for-effective-library-promotion/>
- Marketing and Promotion... (Article): <http://www.idaholibraries.org/idlibrarian/index.php/ida-ho-librarian/article/view/72/185>
- YouTube and Libraries: It could be a beautiful relationship: <http://crln.acrl.org/content/68/6/354.full.pdf>



Next time...

LibraryThing!

Tech Tools with Tine Webinar presented on March 9th 2012.

